

We Are Magnet® Again

It's the fourth consecutive time we earned recognition.

New Health and Wellness Services

These free, confidential services begin in March.

Happy Epic Anniversary

It's been one year since going live with our new EMR.

February Service Stars Announced

Jane Babich, RN, and Rita Pechulis, MD, are the recipients.

Our New Multi-channel Marketing Approach

It combines traditional mass advertising with digital marketing.

Artwork Shared at Magnet Conference

Get the inspiration behind Liz Egan's painting.



Nominate a
Service Star



Read Lehigh Valley Health News
a blog on LVHN.org containing timely
health information and health network
news.

Lehigh Valley Hospitals Achieve Magnet® Designation Again – VIDEO

BY [JENN FISHER](#) · FEBRUARY 17, 2016

Nurses from Lehigh Valley Health Network (LVHN) gathered to hear exciting news with Anne Panik, MS, BSN, RN, NEA-BC, senior vice president patient care services and chief nursing officer for LVHN who received a phone call concerning LVHN's application for Magnet® redesignation at the health network's Lehigh Valley-based hospitals and select service areas.

"We have hundreds of nursing staff, along with physician staff and LVHN leadership including our chief executive officer Dr. Brian Nester, our chief operating officer, Terry Capuano and our chief medical officer Dr. Tom Whalen here for this call," Panik told Donna Havens, PhD, RN, FAAN, chair of the commission on Magnet® Recognition, who was on the line waiting to deliver information about our Magnet status.



"On behalf of the commission on Magnet and the Magnet program staff, it is my honor to let you know you have done it again: you have earned Magnet designation for the fourth time," Havens announced.

The crowd erupted in cheers and a standing ovation, not only in the auditorium at Lehigh Valley Hospital (LVH)–

Cedar Crest, but also in conference rooms at LVH—17th Street, LVH—Muhlenberg and LVHN—Tilghman, who along with Home Health and Hospice Services earned Magnet designation.

Havens also announced that the commission also identified a few exemplars that set Lehigh Valley Hospital out among other organizations. Among them, our nurse residency program, which has a 91 percent retention rate among new graduate nurses and the Center for Professional Excellence which helps nurses publish and present results from evidence-based projects.

This is the fourth consecutive time LVHN's Lehigh Valley-based hospitals and colleagues earned Magnet recognition; the first was achieved in 2002. Just over 400 health organizations are currently recognized by the Magnet program, and only 29 (including LVH) have earned this distinction four times. The Magnet program is administered by the American Nurses Credentialing Center (ANCC), a subsidiary of the American Nurses Association. The ANCC's Magnet Recognition Program is the most prestigious distinction a health care organization can receive for nursing excellence and quality patient outcomes. As a Magnet organization, Lehigh Valley Hospital attracts and retains high caliber nurses and support staff.

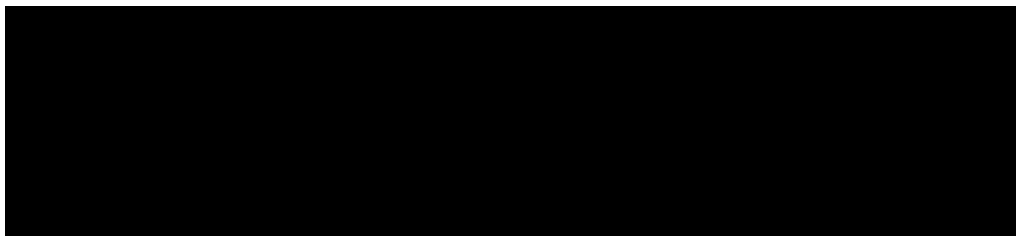
"Magnet recognition validates what our patients see and experience: a highly professional patient care services staff who commit themselves to excellence in patient care," says Brian Nester, DO, MBA, FACOEP, LVHN's president and chief executive officer. "It also underscores the collaborative environment within which our nurses, physicians and other clinicians work; one of the hallmarks of a Magnet organization."

"We are humbled and honored to receive this news. Earning redesignation is an ongoing effort that requires consistent improvement, including the attainment of higher levels of expertise in patient care," Panik says. "In the last three years the number of nurses certified in a specialty, such as oncology or perioperative services, has risen by more than 20 percent. Their commitment to patient care is evidenced by their efforts to continuously improve the quality and service they provide," she says.

Magnet organizations are also appraised for how well they exhibit the magnet principles of transformational leadership; empowerment; exemplary professional practice; new knowledge, innovations and improvements, as well as measureable, empirical outcomes.

In 2013, LVHN was honored with the Magnet Prize® for its leading edge work in Telehealth, now under the umbrella of the Air Products Center for Connected Care and Innovation at LVHN. This multi-service program exemplifies new knowledge, innovations and improvements. In connected care, nurses are essential to each care encounter by assisting with or providing interactive and virtual care. Later this year, LVHN's nurses and advanced practice clinicians will again be integral in launching a new connected care service when virtual patient care visits will be available through MyLVHN, LVHN's patient portal powered by the Epic electronic medical record system.

"I could not be more proud of a group of professionals than I am of my LVHN colleagues," Panik says. "Today we will enjoy this moment of our Magnet redesignation. Then we will put in the energy and dedication needed to maintain and re-achieve this distinction again in four years."



New and Enhanced Health and Wellness Services

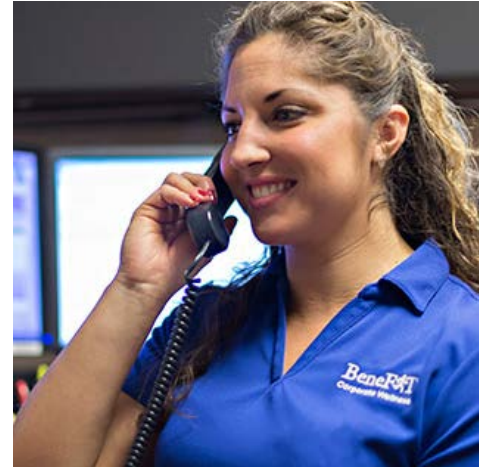
BY [SHEILA CABALLERO](#) · FEBRUARY 17, 2016

Every day, you take great care of our community and support your colleagues. In order to give your best to others, you also deserve support. LVHN wants all colleagues to achieve their best life at home and work through better health and well-being.

In March, all Choice Plus-enrolled dependents age 18 and older, and all LVHN colleagues (whether enrolled in Choice Plus or not) can access enhanced health and wellness services provided by Populytics. You may have heard about what LVHN is doing to become the population health leader in our community. Supporting the health and well-being of you and your family is an important part of this aim.

You will be able to work independently toward your goals or engage with your own certified health and wellness coach with 24/7 access to online resources. These free, confidential services include:

- An enhanced health and wellness assessment to jump-start your journey
- Confidential coaching via phone with certified health and wellness coaches
- Self-directed action plans for back pain, financial wellness, stress management and more



- An interactive health library with easy-to-follow videos and tools
- Personalized reports you can share with your health care providers

In March, plan to take advantage of these free and confidential services. To get started, click the MyPopulytics icon on the SSO toolbar and log in. If you need help logging in, please contact Populytics at 1-800-925-8459 or service@populytics.com.

Get updates

New information will be posted as the launch date nears.

Happy Epic Anniversary

BY JENN FISHER · FEBRUARY 19, 2016

One year ago yesterday, LVHN and LVPG launched the Epic electronic medical records system in our LVPG practices and LVHN sites. Happy anniversary and thanks for integrating Epic and its new processes into your practices. A big thank you, as well, to our behind-the-scenes LVHN Epic colleagues who contributed expertise and effort preparing the network for Wave 1 Go-Live. This transformation would not have been possible without everyone's focus and dedication.

Where we were...

Patient information was hampered by nearly two dozen medical record systems that siloed patient information between practice and hospital.

Where we are today...

Today, our LVPG practices and LVHN sites can now utilize one chart for one patient. Epic has brought us many tools that help us provide a high quality of care for our patients and community.

Where we are going...



- **Optimizations:** Through your suggestions, we have implemented optimizations to the system to help us use Epic more fully and will continue to do so.
- **Growing MyLVHN:** The patient portal is continuously growing thanks to your advocacy with patients. We are on track to pass our unofficial goal of 80,000 MyLVHN activations. With your continued support we could hit 90,000 or more before the end of the fiscal year. Kudos for promoting this important patient engagement tool.

Read more about this Epic anniversary when you receive your Epic Flash email later today. In two Epic Flash Extras, five colleagues reflect on the anticipation associated with Wave 1 Go-Live last year and what life is like today with Epic.

Save the date: In just over 5 months, we'll celebrate Wave 2 Go-Live!

Take a look back at a photo gallery of colleagues during our Epic launch:

slideshow01



Service Star of the Month – February 2016

BY [SHEILA CABALLERO](#) · FEBRUARY 18, 2016



Jane Babich, RN, and Rita Pechulis, MD

When Jane Babich, RN, picks up the phone, she never knows what emergency she'll encounter on the other end. Babich, a transfer center coordinator at LVH—Cedar Crest, recently answered a call from a small community hospital that needed to transport a gravely ill child. With limited resources to manage the child's condition, the caller sounded frantic and emotions were running high.

Babich spoke calmly while gathering information from the referring hospital. Her steadiness and command of the situation shined through to help calm the caller on the other end.

Within minutes, Babich activated [LVHN—MedEvac](#) ground transportation and established a conference line between the referring physician and pulmonologist [Rita Pechulis, MD, with LVPG Pulmonary and Critical Care Medicine—1250 Cedar Crest](#).

Using technology available through LVHN's Telehealth Services, Pechulis was able to provide critical recommendations and coordinated care to the referring medical staff. Once LVHN—MedEvac arrived, more collaboration took place as the crew worked alongside the emergency department staff to determine appropriate care for the young patient.

Despite everyone's best efforts, the child passed away before a transfer could take place. It was a heartbreaking loss for everyone involved. Yet there was gratitude too.

"Jane and Dr. Pechulis displayed professionalism and great compassion for the child and for the sending medical team," says transfer center coordinator and nominator Darryl Rotherforth, RN. "The referring hospital was grateful for the exceptional guidance and care provided by our team. Jane did that by rallying our resources and easing the stress on those caring for this critically ill child, and Dr. Pechulis helped guide the referring doctor remotely to give this patient the best care despite difficult circumstances."

Next Steps

Nominate a Service Star:

- Choose a colleague or team of colleagues.
- Tell a story. Specifically explain how the colleague or team did something extra special.
- You don't have to provide patient care to be a Service Star. All colleagues and teams can be nominated.

Congratulate these nominees:

- **Dana Root, RN, transitional open heart unit, LVH—Cedar Crest**

Root is a top-notch professional who brings her kind spirit, clinical expertise and empathic heart to every encounter with patients and colleagues. She is a seasoned professional who is a force of calm and confidence even during emergent situations.

- **Dolores DeLong-Painter, cardiac ICU, LVH—Cedar Crest**

DeLong-Painter is a valuable resource for families whether they need information, lodging or pastoral care. Recently, she located a minister for an out-of-state family who requested a blessing for their dying loved one. Her kind action made it possible for the family to acknowledge their loss through a deeply meaningful religious tradition.

- **Elizabeth Bauer, RN, ICU, LVH—Muhlenberg**

Bauer recognizes that care goes beyond the clinical setting. She recently opened her heart and home to a

patient's pet cat. Her support provided peace of mind to the distraught patient and allowed him to complete a month in rehabilitation.

- **Lorraine Rodriguez, RN, open heart unit, LVH–Cedar Crest**

Rodriguez is a team player whose skill, professionalism and advocacy benefits patients and colleagues.

Rodriguez translated important medical information for a non-English speaking family whose loved one was in critical condition. She also arranged for them to speak with the patient despite the fact they lived outside the United States.

- **Kimberly Puff, 6N adult psychiatry, LVH–Muhlenberg**

Puff is a team player who is always willing to do what's needed. Despite working 12-hour shifts, she is full of energy, mentors new colleagues and lends a helping hand to others even if it means staying past her shift.

- **Lisa Bickel, RN, hospice, LVH–17th Street**

Bickel is a phenomenal nurse who loves providing bedside care. She shines with joy and takes pride in creating a very positive work environment. She shows PRIDE by encouraging colleagues, saying thank you for a job well done, providing comfort to families, and doing whatever it takes to ensure a smooth transition for the next shift

- **Jeanette Zellner, RN, LVPG Neurology–1250 Cedar Crest**

Zellner treats patients like family. She is empathetic and respectful as she educates patients about their disease and medications. She also is a great role model for colleagues and helps educate them about multiple sclerosis and other neurological conditions.

LVHN Introduces a Multi-channel Marketing Approach

BY [ADMIN](#) · FEBRUARY 12, 2016

This message is from Edward Dougherty, Senior Vice President and Chief Business Development Officer, and John Marzano, Vice President, Marketing and Public Affairs.

As LVHN transitions to a more patient-centric delivery model, health care marketing is changing as well. Today, consumers are in the driver's seat. Choice is in their hands. And our role is to deliver an outstanding patient experience, when and where patients need us. It's also our role to become more scientific about how we interest consumers in our care and our network, by using messages designed to guide patients into the right service at 'their moment of need.'

This very specific and personalized type of marketing uses a multi-channel approach that combines traditional mass advertising with digital marketing – all with a goal of measuring return on our marketing efforts.

Mass advertising will continue to grow the LVHN brand, and digital marketing will drive business by targeting consumers actively looking for health care services with the right message and the right service for their need.

We have seen early success in this approach with both our current network-wide bariatrics campaign and our



orthopedics campaign in the Hazleton market. So on February 15, we will use what we learned from the Hazleton orthopedics marketing campaign and launch an integrated marketing campaign in the Lehigh Valley for orthopedics and related rehabilitation services.

You may see a billboard or two, but the campaign also will include physician outreach as well as robust social media and digital advertising on channels such as LVHN.org, Facebook, Google and other websites frequently visited by our patients. (Download a PDF displaying examples of these tactics: [Orthopedics Multi-channel Marketing Examples 02-2016](#).) We will be reviewing the results of our multi-channel marketing campaigns regularly and look forward to sharing them with you.

Nurse Shares Artwork at National Magnet Conference

BY TED WILLIAMS · FEBRUARY 16, 2016

When Liz Egan, RN, learned her pastel painting “Ribbon Trees” was selected for display at the 2015 American Nurses Credentialing Center (ANCC) National Magnet Conference in Atlanta, she first felt a sense of pride.

After all, she’s the first LVHN nurse/artist to ever be recognized on a national level.

However, she also felt a bit of melancholy. “My inspiration came after a personal experience when my sister Kathleen had treatment for thyroid cancer, and my mother Ruth had treatment for breast cancer at LVHN,” says Egan, a nurse on the trauma-neuro intensive care unit for 36 years. “Thankfully, both had successful recoveries.

Egan’s secondary inspiration came from her admiration for birch and pine trees, and how they have the strength to withstand subtle and harsh elements. “It speaks to our resiliency in life,” she says. She used soft pastels to create patterns of color, reflecting the warmth and compassion of the human spirit. The multicolored ribbons represent awareness to causes such as cancer and signify support and remembrance.



"Ribbon Trees" by Liz Egan

“The pale spots acknowledge how our lives are compromised when we experience health changes, and how we perceive light and dark days,” Egan says. “The white linen matte conceptualizes a cloud, and the hammered frame, a silver lining.”

A gallery of healing

At the National Magnet Conference, Egan’s “Ribbon Trees” stood alongside artwork from Magnet hospitals across the U.S. and seven other countries as part of a special art gallery inside the Georgia World Conference Center.

“I am very devoted to LVHN,” Egan says. “It’s an honor to represent LVHN in this way, and it’s great to combine my personal and professional passions to heal through art.”

Egan began doing original pastel drawings in the 1980s and had her first show at Easton’s LaDuca Gallery in April 2010 through former Easton Area High School classmate Isadore LaDuca, now a highly acclaimed area artist and adjunct art professor at Northampton Community College.

“That’s where another pastel I created entitled “Dancing” was first on display,” Egan says. Christine I. Oaklander was LVHN’s art coordinator at the time. ‘Dancing’ was dedicated from Egan to LVHN’s professional nurses in 2012, and is on display on the second floor of LVH–Cedar Crest’s Jaindl Family Pavilion by the café.

“To have some of my work be part of LVHN’s permanent art collection is a thrill for me,” Egan says. “I’m really proud to be part of a nationally respected trauma care team and a world-class health network.”



Liz Egan, RN, is the the first LVHN nurse/artist to ever be recognized on a national level.